

CALL FOR TOURISM PROMOTION PROPOSALS
CITY OF STEVENSON
For 2018 awards

The City of Stevenson receives funds from lodging taxes imposed upon hotels and motels located within the City. The City uses these funds to contract for a narrow range of services, activities and facilities as established by the State. Under the authority of RCW 67.28 and SMC 3.03.040, the City requests proposals to provide services or construct facilities that will attract visitors to the City. The City's program supports activities that will increase tourism (especially overnight visits) through:

1. Tourism marketing.
2. The marketing and operations of special events and festivals designed to attract tourists.
3. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a Washington municipality or a public facilities district.
4. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under sections 501(c)(3) and 501(c)(6) of the Internal Revenue Code.

RCW 67.28.1816 requires applicants for the use of lodging tax revenue to provide estimates of the number of people traveling for business or pleasure for certain categories (included on the application form), and final reports showing actual attendance by category. All recipients of these funds will be required to file evaluation forms with the City before receiving final reimbursement from the City.

Proposals must be received at City Hall, 7121 East Loop Road, PO Box 371, Stevenson, Washington, 98648, or by email to leana@ci.stevenson.wa.us by **4:00 p.m. October 24, 2017**. Provide one original (hardcopy or PDF) application package. Additional copies are not required. A PDF version is preferred.

The City's Tourism Advisory Committee (TAC) will review all proposals and will submit their recommendations to City Council for final action. Proposals will be scored based on the following criteria:

1. For Capital Expenditures, priority will be given to proposals to construct or improve tourism related facilities meeting the requirements of RCW 67.28.1816, with emphasis on improving the Stevenson waterfront. Priority will also be given to proposals that leverage other funds.
2. For tourism marketing, special events and festivals:
 - a. Broad tourism efforts will be given priority over the promotion of a single event.
 - b. Priority will be given to those proposals that leverage other funds.
 - c. Priority will be given to events that will generate multiple overnight stays.
 - d. Priority will be given to events that attract visitors during the shoulder seasons.

If you have a 2017 tourism promotion contract with the City, your 2017 evaluation form must be received by the City before payment of funds from future awards.

All recipients will be expected to acknowledge the City of Stevenson's support, and include the City of Stevenson, the Chamber of Commerce, or the Stevenson Business Association on all promotional materials.

The City reserves the right to reject any or all proposals, and to accept all or any portion of any proposal. The successful proponents will need to complete a contract with the City. Payment for services will be on a reimbursement basis after services have been received.

2018 TOURISM FUNDING APPLICATION FORM

Submitted by:

Contact Person:

Mailing Address:

Phone:

Email:

Name of Proposed Event:

You may type your answers in Word below or attach a separate sheet. If you attach a separate sheet, please answer all of the below questions and number your answers to correspond to the below question numbers.

1. Describe your organization. Include your TIN/EIN if applicable.
2. Describe your proposal to attract visitors to the City, including dates and expected costs. Please see the *Call for Tourism Promotion Proposals* for criteria and items to be prioritized by the Tourism Advisory Committee.
3. How much are you requesting from City of Stevenson Lodging taxes?
4. Submit a brief revenue and expense budget. What percentage of your revenue budget does this request for funding represent? List any other expected revenue sources and amounts.
5. Please describe your current fund raising efforts for this project.
6. If your project is an on-going project (multi-year), explain how you plan to generate revenues in the future to make the project self supporting.
7. Describe your plans for advertising and promoting your proposed activity or facility.
8. Explain how your activity or facility will result in increased tourism and overnight stays.
9. List the number of tourists expected to attend your activity or facility in each of these categories:
 - a. Staying overnight in paid accommodations.
 - b. Traveling 50 miles or more from their place of residence or business.
 - c. Traveling from another state or country.
10. Explain how you will coordinate with the Skamania County Chamber of Commerce and/or the Stevenson Business Association for promotion of your proposed activity or facility. Describe any other partnerships you plan to develop to help ensure the success of your project.

11. If your proposal is for construction of a tourism-related facility, explain your plans for operation and maintenance of the facility.
12. How will the Stevenson community benefit from your project?
13. Sign and date your proposal.

You may attach additional information to help the Tourism Advisory Committee evaluate your proposal.

If multiple activities are planned, please submit a separate application for each activity.